

## I. IN THE CLAIMS

This listing of claims replaces all prior listings.

1-65. (Cancelled).

66. (New) A computer-implemented method comprising steps of:  
receiving, using an identification input device designed to receive identification information, a first consumer identification for a first consumer;  
identifying, using a processor, promotions offered to said first consumer, by retrieving from a central database system in which consumer identifications are associated with promotion offers data for promotions previously offered to consumers, first consumer promotions offer data associated with said first consumer identification for promotions previously offered to said first consumer;  
determining, using said processor, and based at least in part upon said first consumer promotions offer data, a first consumer demographic characteristic of said first consumer; and  
determining, using said processor, and based at least in part upon said first consumer demographic characteristic, a time at which to transmit to said first consumer a subsequent promotion offer.

67. (New) The method according to claim 66, wherein said time is also based upon the desirability of said first consumer to a promoter.

68. (New) The method according to claim 66, wherein said time is also based upon the purchase history of said first consumer.

69. (New) The method according to claim 66, wherein said time is also based upon the promotion redemption history of said first consumer.

70. (New) The method according to claim 66, wherein said subsequent promotion is delivered to an address associated with said first consumer.

71. (New) The method according to claim 66, wherein said address is an Internet protocol address.

72. (New) The method according to claim 66, wherein said identification input device is a personal computer operated by said first consumer.

73. (New) The method according to claim 66, wherein said time is also based upon the value of said subsequent promotion offer.

74. (New) The method according to claim 66, wherein said time is also based upon the provision method of a prior promotion offer.

75. (New) A computer-implemented method comprising steps of:  
receiving, using a request input device designed to receive consumer target parameters, a first consumer target parameter;  
receiving, using an identification input device designed to receive identification information, a first consumer identification for a first consumer;  
identifying, using a processor, promotions offered to said first consumer, by retrieving from a central database system in which consumer identifications are associated with promotion offers data for promotions previously offered to consumers, first consumer promotions offer data associated with said first consumer identification for promotions previously offered to said first consumer;  
determining, using said processor, and based at least in part upon said first consumer promotions offer data, a first consumer demographic characteristic of said first consumer; and  
if said first consumer target parameter for a first consumer matches said first consumer demographic characteristic of said first consumer, determining, using said processor, and based at least in part upon said first consumer demographic characteristic, a time at which to transmit to said first consumer a subsequent promotion offer.

76. (New) The method according to claim 75, wherein said time is also based upon the desirability of said first consumer to a promoter.

77. (New) The method according to claim 75, wherein said time is also based upon

the purchase history of said first consumer.

78. (New) The method according to claim 75, wherein said time is also based upon the promotion redemption history of said first consumer.

79. (New) The method according to claim 75, wherein said subsequent promotion is delivered to an address associated with said first consumer.

80. (New) The method according to claim 75, wherein said address is an Internet protocol address.

81. (New) The method according to claim 75, wherein said identification input device is a personal computer operated by said first consumer.

82. (New) The method according to claim 75, wherein said time is also based upon a promoter providing a desired number of promotions during a particular time period.

83. (New) The method according to claim 75, wherein said time is also based upon a retail store providing a desired number of promotions during a particular time period.

84. (New) The method according to claim 75, wherein said time is also based upon the desirability of said first consumer to a retail store.

85. (New) The method according to claim 75, wherein said time is also based upon the value of said subsequent promotion offer.

86. (New) The method according to claim 75, wherein said time is also based upon the provision method of a prior promotion offer.

87. (New) A system, comprising:  
an identification input device at a vendor interaction computer configured to receive a first consumer identification for a first consumer;  
a central database comprising a consumer identification table and a promotion table;

a processor configured to identify, using a processor, promotions offered to said first consumer, by retrieving from a central database system in which consumer identifications are associated with promotion offers data for promotions previously offered to consumers, first consumer promotions offer data associated with said first consumer identification for promotions previously offered to said first consumer;

a processor configured to determine a first demographic characteristic of said first consumer, based at least in part upon said first consumer promotions offer data; and

a processor configured to determine a time at which to transmit to said first consumer a subsequent promotion offer, based at least in part upon said first consumer demographic characteristic.

88. (New) A system, comprising:

a promotion interaction site configured to receive, using a request input device, a first consumer target parameter;

an identification input device at a vendor interaction computer configured to receive a first consumer identification for a first consumer;

a central database comprising a consumer identification table and a promotion table;

a processor configured to identify, using a processor, promotions offered to said first consumer, by retrieving from a central database system in which consumer identifications are associated with promotion offers data for promotions previously offered to consumers, first consumer promotions offer data associated with said first consumer identification for promotions previously offered to said first consumer;

a processor configured to determine a first demographic characteristic of said first consumer, based at least in part upon said first consumer promotions offer data;

a processor configured to determine if said first consumer target parameter matches said first demographic characteristic of said first consumer; and

a processor configured to determine a time at which to transmit to said first consumer a subsequent promotion offer, based at least in part upon said first consumer demographic characteristic.